DEVISER
-Guitars from Japan est.1991-

https://www.deviser.co.jp/en

Headway GUITARS
Bacchus HANDMADE GUITARS
Momose
STR GUITARS
Seventy Seven GUITARS
SAKURA UKULELE

DEVISER CO., LTD.
COMPANY OVERVIEW

ABOUT US

Our history goes back to 1977 when our founder Kei Yatsuzuka established the manufacturing plant Hedaway inc, along with a guitar builder Yasuo Momose, who was already renowned for his superb technique in guitar building. They started the acoustic guitar brand Headway sharing the same ambition to create acoustic guitars of the highest quality.

In 1991, Deviser Co Ltd. was established as a sales and development division independent from Headway Inc. for more than 30 years after that, we have been working hand in hand with the factory to take our high-quality guitars to the player. Today, the Headway Inc. workshop has been renamed to “Aska workshop”, and it strives to maintain Yasuo Momose’s ideals by passionately working on the production of high-quality, handmade guitars to the best of the craftsmen's ability.

On the other hand, in order to bring our guitar-making philosophy to a wider audience, we began partnerships with selected OEM factories in the 1990s, providing technical guidance and expanding production volume. From these partnerships, we expanded our horizons and developed multiple all-new entry-level series for Bacchus, one of our electric guitars and basses brands.
In the 2000s, we also developed and nurtured many other brands with different concepts such as Momose, a high-end brand named after the master builder Momose himself; STR; and SeventySeven, a Hollowbody series.
Since the beginning of the 2010s, we have continued to develop unique instruments in terms of both appearance and sound, using Japanese wood materials such as Sakura (Japanese Cherry wood), which has become our most popular product line through displays at shows.
Today, with the philosophy that has guided us since our founding, we continue to hone our craft every day, aiming to deliver guitars that will be loved by a wide variety of users, from the entry class to professional artists.

Aska workshop　　Deviser co.Ltd

Deviser Technical Center (completed in 2024)

Yasuo Momose

A Momose brand guitar made using Japanese wood materials

ABOUT ASKA WORKSHOP

Aska Workshop, a group company adjacent to Deviser, is the manufacturing arm of the Deviser group and produces the high-end series (Bacchus Handmade series, Momose, SeventySeven Aska-made, STR, etc.) of the Deviser brand. The main features of the Aska workshop are:

- The Aska workshop is unique in that it does not use CNC for the main part of the machining process, but instead handmakes guitars by craftsmen who understand the uniqueness of the wood.

- The division of labor is divided between woodworking, polishing, painting, and assembly, and each segment is staffed by a dedicated craftsman.

- The development of models with unique specifications and designs using not only tonewoods from overseas but also Japanese woods such as Japanese cherry and Japanese horse chestnut.

- The closeness with Deviser's sales division allows for a speedy response to product development and quality issues.

- The coexistence of electric and acoustic guitar manufacturing divisions, which is rarely seen in the world.

Headway Acoustic Guitar Workshop

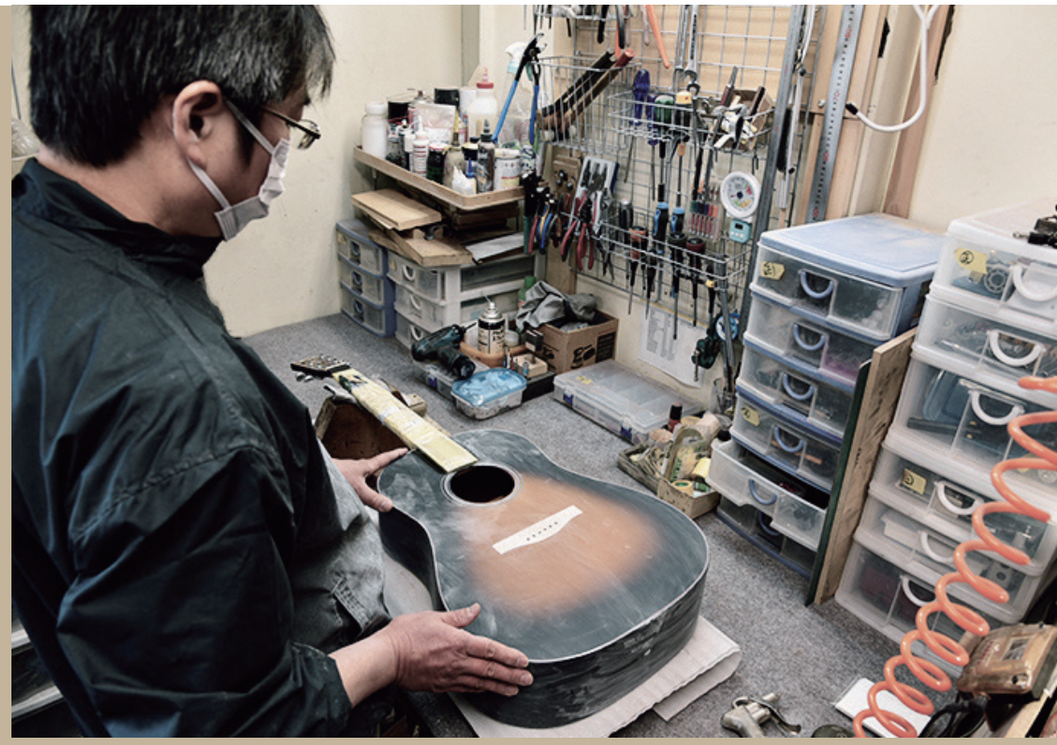
Finishing a body made out of Japanese Tochi wood.

Wood processing done by hand

What do we do at Deviser?

Product planning

All the different moving parts of Deviser work alongside each other to plan, design, and tweak our products, from the Aska Workshop builders to the domestic and international production managers.



Repair & Warranty

Warranty repairs for all of our brands are perfromed at the repairs department located inside our head office.

Assembly & Adjustments

Aside from the Aska workshop, Deviser has its own assembly and adjustment department, which handles product categories such as the "Japan-Tune-up Series" and "Global Series". We set up each unit to the same standards as Aska's high-end products, and each unit is set up to provide high performance right out of the box.

Quality inspection & Shipping

Every single product goes through quality inspection at our warehouse before shipping. Regardless of whether the products are made in Japan or overseas, we strive to consistently provide quality products.

Deviser Technical Center (Completed in 2024)

In 2024, we inaugurated a new building next to the Deviser office in Matsumoto City, Nagano Prefecture which we named the "Deviser Technical Center" which features a warehouse, workshop, showroom, and a photo and video studio. In addition to meeting increasing demand by expanding our warehouse capacity, the workshop, which also features a PLEK® station, will allow for more accurate and precise adjustment work of the Japan Tune-up Series, Global Series, and other more to deliver better results and higher-quality products.

The craftsmen at the Technical Center continue the company's foundational goal of producing guitars of the highest quality and delivering products in the best possible condition to music stores and distributors.

Workshop

PLEK® Station

Photo and video studio

Warehouse

Showroom

RECENT MILESTONES

Scale of Production

・Annual shipment of guitars Approx. 31,000 units (at the end of the fiscal year ending September 2023)

・Work with Aska Workshop Inc. next to our office, annually produce around 2000 electric guitar and basses and 700 acoustic gutiars

・Work with multiple OEM factories in South Asian countries, import aroud 4 full containers per month.

Domestic Sales

・Work with more than 400 music stores all over Japan, including the most prominent stores such as Shimamura Music, Ikebe Musical Instruments Store, T.KUROSAWA & Co.,LTD., Yamano Music Co., Ltd and more

International Sales

・Annual average increase in overseas sales of 19.4% for the last 10 years (at the end of the fiscal year ending September 2023)

・Agent's in over 25 countries all around the world including Asia, Europe, North America, South America, Oceania, and Africa.

Event

・We annually hold two online exhibitions, the "Deviser Special Showcase" in May and the "One Day Guitar Show" in November to showcase limited porducts and new products. More than 100 dealers from both Japan and overseas attend the event.

Deviser Special Showcase

Gakki Fair 2018

Music China 2019

OUR BRANDS

Headway GUITARS

Acoustic guitar brand

・Established in 1977 by our founder Kei Yatsuzuka and Yasuo Momose

・The manufacturing process established by Momose is carried on under the motto of "guitars that sound and play good throughout their entire lifetime”

Seventy Seven GUITARS

Hollow body electric guitar brand

・Established in 2007

・Brand specialized in Full acoustic guitars and Semi-acoustic guitars

High-end, boutique electric guitar and bass brand

・Established in 2006

・Specialized in custom made and one of a kind products. Built by our master builder, Satoru Yatsuzuka

STR GUITARS

Electric guitar and bass brand

・Established in 1994

・Offers a wide range of products from entry level to professional

・Out of all of Deviser's brands, it has the most exports going overseas

Bacchus® HANDMADE GUITARS

DEVISER Special Specification

Electric guitar brand

・Originally produced from 2005 to 2007

・Resumed its production in 2021 to commemorate the 30th anniversary of Deviser Co., Ltd.

Momose

Electric guitar and bass brand

・Established in 2002

・Named after our master builder, Yasuo Momose.

・Every model is made in Japan and provides high-quality products for professional players

・Features show models with unique designs using Japanese wood that have been highly acclaimed

Ukulele brand specialized in the use of Sakura

・(Japanese Cherry) tonewood

・Launched in the Spring of 2023

SAKURA UKULELE

Headway GUITARS

Headway Guitars was founded by master builder Yasuo Momose in 1977 and has continued to build guitars with the goal of “making guitars that people can play for a lifetime”. Over the past 45 years, Headway Guitars has developed its own unique guitar-making techniques while learning from the traditional guitar-making techniques of Europe and the U.S. Even now, the company continues to work day and night to make better guitars, with a relentless desire to improve its techniques. We offer a wide range of guitars, from the “Customshop” series, which offers top-of-the-line, authentic guitars made by master builders, to the “Aska Team Build series” made by the experienced craftsmen of the Aska Workshop and also the “Japan Tune-up series” which inherit the spirit of Headway’s craftsmanship while offering more accessible options.

HD-SAKURA DX’24 SF,S-ESU/ATB

Osamuraisan
HJ-OSAMURAISAN

The Eagle’23

Tatsuya Maruyama
HOC-NORTHBIRD

Bacchus®
HANDMADE GUITARS

Since the brand started in 1994, we have consistently pursued functionality and cost performance from the user's perspective, offering a lineup that is valuable to the user. By developing each series of guitars with the same guitar-making techniques cultivated through the years by experienced builders of our Aska Workshop, we have a full lineup of instruments that allow you to truly concentrate on your performance. We recommend our products to anyone looking for a great experience playing guitar, from beginners to professionals!

H.J.FREAKS
(WL5HL-H.J.FREAKS)

Fami。
(WOODLINE5AC-HL Fami)

Momose

Momose Custom Craft Guitars is an electric guitar & bass brand named after Yasuo Momose, the senior master builder of the Aska workshop.
While Momose guitars are based on a traditional design, they are not mere imitations.There are two series: the "Original Series" with standard specifications, and the "Modern Virtuoso Series" with more modern and innovative specifications and design. For special occasions, shows, or events, Momose also produces limited edition models using various exotic wood materials such as Japanese tonewoods.

Kazuki Isogai
(MJS-MV Kazuki Isogai)

Shiya Ishihara(Saucy Dog)
with his Momose MT2-STD/M

Momose Show Model produced in a limited quantity

Seventy Seven
GUITARS

SeventySeven is a Jazz-inspired brand that inherits the rich acoustic sound that is the charm of Headway, our acoustic guitar brand established in 1977. Headway's technology has been cultivated for more than 45 years and has been passed down from generation to generation. SeventySeven Guitars was started in order to further develop the high-quality sound of Headway's products.

Julian Burdock

Ariga Kyohei
EXRUBATO-ZEBRA FINCH

STR GUITARS

STR Guitars is a brand specializing in custom-made instruments by Satoru Yatsuka, a master builder at the Aska workshop, one of the leading guitar factories in Japan. Using carefully selected materials from the factory's wood stock, STR Guitars builds the ideal instrument for each customer by listening to their requests and wishes.

Satoru Yatsuzuka

"James Tyler Design"

Traditional Evolved

DLS647.5 #500

DEVISER
Special Specification

Karuizawa Engraving

The "Deviser Special Specification" is a brand that was produced in the mid-2000s in a very small number as a completely custom-made project for professionals. 243 pieces were produced in a short production period from April 2005 to January 2007. The brand was born from a very small custom-made project.
After the end of production, the brand gradually became more and more popular among enthusiasts, and many requests were received for its resumption. In 2021, to commemorate the 30th anniversary of the founding of Deviser, the "Deviser Special Specification" brand was brought back in response to users' requests. This brand will continue to grow and evolve step by step.

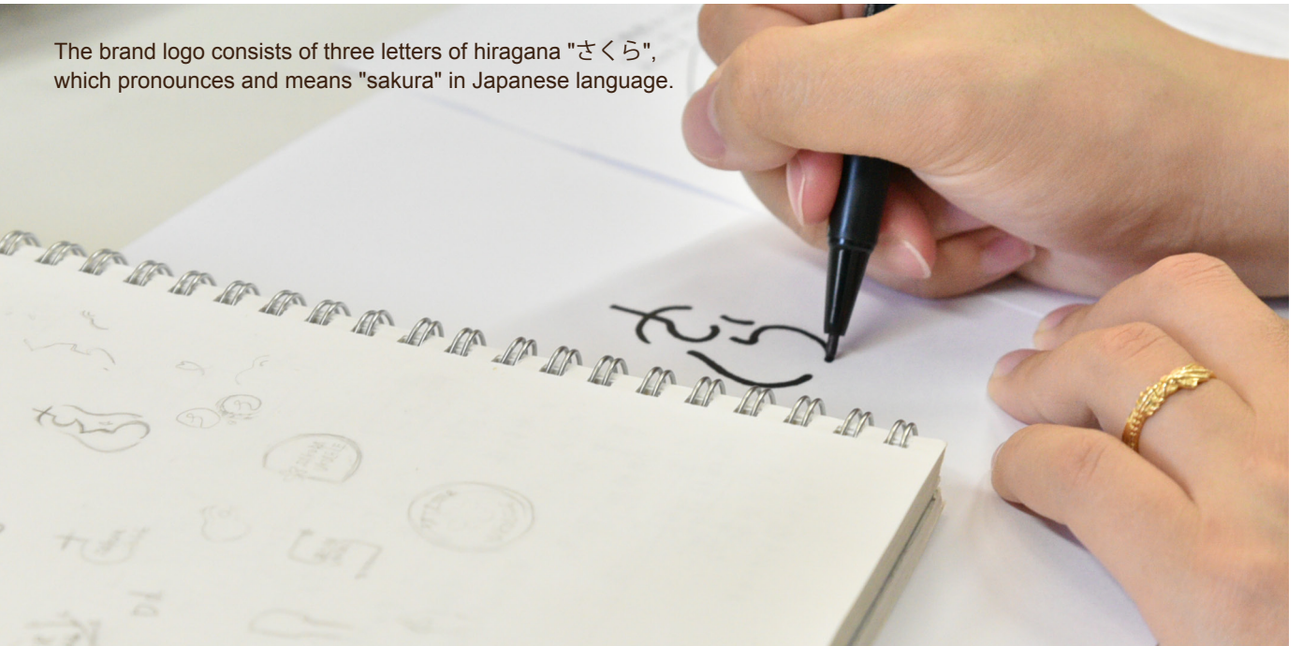
ROSETTA VESSEL
Japanese Collection SP22

ROSETTA VESSEL-'21WSE OSG

SAKURA UKULELE

SUC-SAKURA BLONDE

Looking back at the path taken by Deviser regarding Sakura wood, it all started in 2014. At the time, we were not yet familiar with cherry blossom tree wood, or “Sakura” wood as a material for guitar-making, and making an instrument out of Sakura was a challenge. After much trial and error, the first Sakura model we produced was actually a ukulele, not a guitar. It was a very important choice and a fateful coincidence for us to make a ukulele using the Sakura wood that the Japanese nation have loved since ancient times. We have been working with Sakura for 8 years, and we can see the infinite possibilities the material has. -SAKURA UKULELE-, a new brand specializing in Sakura wood, and which is neither Headway nor Momose but its own brand, was launched in the spring of 2023

SUS2-SAKURA GRD

SUS-軽井沢彫-Premium